

CAMPBELL PRESS SHOPPING NEWS

3200 COPIES PRINTED AND DELIVERED TO THE HOMES WITHIN THE CAMPBELL SHOPPING AREA

Volume 1 Number 7

CAMPBELL, SANTA CLARA COUNTY, CALIFORNIA

Thursday, December 30, 1948

Here it is almost the twelfth hour for old Mr. 1948. The hurrying and buying for this Yuletide season has passed and away goes the tinsel and colored lights for another year. Now everyone is getting ready for the last big day of December and preparing for the new year to come. But don't think because the Christmas season is over that the sales and bargains are over too. No sir!—They will be coming in right with the new year. And when you go shopping keep in mind the merchants in your Shopping News. They are your assurance of high quality at a low cost. And they want to serve you.

If you have someone special in mind this New Year's Eve, flowers are the way to say "hello and remember me." **CAMPBELL FLORAL SHOP** will be glad to help you in your selection of flowers and they also will make up any type of corsage to fit the occasion you have in mind.

helen's Juvenile Shop

PRESENTS ITS FIRST CLEARANCE!

25% OFF

ON CHILDREN'S WEAR

FOR THREE DAYS ONLY
Starting Monday, January 3

All Garments listed below are taken from our regular stock of Fine Quality Children's Wear. Every item is smartly styled and Guaranteed to be perfect.

119 GIRL'S DRESSES

Smart seasonable styles in sizes 3 to 12 years.

13 GIRL'S COATS

In natural and colors. Sizes 1 to 6 years.

34 GIRL'S SKIRTS

Plaid and solid color ideas. Some with straps. Sizes 1 to 12 years.

21 GIRL'S BLOUSES

Gaily trimmed whites and checks in sizes 2 to 12 yrs.

25 Girl's SWEATERS

Cardigan and pullovers in solid color. Sizes 4 to 12 years.

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Long wearing dress-up styles in combinations. Sizes 2 to 8 years.

3 Boy's OVERCOATS

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7 BOY'S JACKETS

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25 BOY'S SHIRTS

He will like these warm wool and cotton plaids. Sizes 2 to 8.

34 Boy's SWEATERS

Colorful designs and solid colors. Sizes 2 to 8 years.

We suggest you bring the children along
NO EXCHANGES—NO REFUNDS—ALL SALES FINAL

HELEN'S JUVENILE SHOP
Open 10 a.m. to 6 p.m. Phone Campbell 2696
VIRGINIA CITY SHOPPING CENTER—CAMPBELL



Season's
Greetings
1949

THANKS FOR MAKING OUR FIRST YEAR IN CAMPBELL A SUCCESSFUL ONE — We'll continue to bring the newest and finest sportswear to you from the finest resources in the country.

SEAVER'S FASHION LOUNGE
225 E. Campbell Avenue
(Across from Fire Station)

Shoppers GUIDE

By "JOY"



Need some new automotive parts but find it difficult to get out and look around these bad weather days? **BUD'S TEXACO** service station has made a special effort to stock those hard to find auto parts so that you can do all of your buying close to home. Bud's has a complete line of auto needs at a price you want to pay. Drop in at Bud's for everything from gas and oil to batteries and friendly service.

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Happy New Year

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"WHERE PEOPLE SHOP WITH CONFIDENCE"

company they have a product that they're frankly raving about! It's a new farm-tested Larro "Chick Builder". Scientists at General Mills have made test after test and this new product looks like the best they've produced. So if you want to build even more profitable layers than ever before, better go over to the Campbell Feed and Supply and get some Larro "Farm-tested" Chick Builder now.

Do you have a recent photograph of yourself? If you haven't, now is the time to get one at the **SPECHT STUDIO** in San Jose. They specialize in portraits that make wonderful gifts for any time of the year.

There's a big sale going on at **BURNETT'S APPLIANCE** store that you won't want to miss. For the next nine days, big saving days for you, there will be a 10 per cent discount on all items in the store. Here is a chance to save some money and still get the best in all of your appliance needs. But remember, the sale lasts only nine days.

Don't forget to have on hand plenty of fresh eggs this weekend from the **CAMPBELL HATCHERY**. And if you need a nice fat broad breasted roaster at a price that's right the Hatchery has just what you're looking for. And they can supply you with dressed fryers for the holiday weekend, too.

Have you taken a close look at the outside of your car lately? Is that original paint beginning to look rather dull and scraped? Then it's time for you to treat your car to a complete new paint job. And over at the **CAMPBELL AUTO PAINT SHOP** they are putting on a special offer until February 1. For only \$48.50 they'll give you a complete paint job on your car in any color that you wish! If you found a few dents in the fenders over the holidays, the Auto Paint Shop will fix them for you in a jiffy and guarantee all of their work.

Remember, with the New Year coming on there might be some fixing and painting around the house that should be done early. And if you decide to paint that kitchen table and chair a bright new shade drop in at the **STRONG PAINT CO.** for your supplies and some advice on color and decoration.

If you want to be entertained in a big way New Year's Eve and even have a chance to win \$100 in free merchandise then you'd better scout over to the **CAMPBELL THEATER** early. There's going to be a midnight show for the two biggest and best pictures ever! And watch the show guide for some swell double features coming up in January, 1949!

Here's a real bargain for students only! **BUSH-**

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REUPHOLSTERING WORK on

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336 E. Campbell Ave. Phone 3215
FREE ESTIMATES GLADLY GIVEN—All Work Guaranteed
Easy Terms if Desirable

NELL'S STUDIO in San Jose are offering 12 popular-sized photographs, that is, 6x8, for only 12.75. This studio has been in San Jose for over 50 years doing such excellent work that you can be sure any picture they take will be one proud to own. Drop in at the studio and take a look at some of the work they do—you won't be sorry!

Over at **ACCARDI'S APPLIANCE** store they are offering some real holiday bargains in used appliances. And the wonderful thing about this merchandise is that it carries a one year guarantee the same as new appliances.

And with this last big weekend coming up, the pantry had best be supplied with lots of food for those unexpected arrivals that are sure to pop in. At **CHEERIO CORNERS** you can stock up on all of your grocery and meat needs.

Does Junior put up a terrific fuss every time it's haircut time? If he does then you'll want to send him to the new barber shop opening up here in town. At **WOODY'S BARBER SHOP** they are specializing in children's haircuts. Send junior over to Woody's and your problem is solved.

There's still some long cold months ahead and those children of yours will be needing extra

clothes for school and play. And here is an opportunity to complete the youngster's wardrobe at a saving for you at **HELEN'S JUVENILE SHOP**. For three days only, starting January 3, Helen's will allow 25 per cent off on all children's wear.

Better come early because the girls skirts and dresses and the boys sweaters and jackets are limited in number. Bring the children along and be sure of the fit.

And whether you enjoy New Year's Eve at home or away, here's wishing you a full, prosperous and happy New Year for 1949!

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6x8 Photographs
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Over 50 years in San Jose

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New and Used Furniture
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Campbell Furniture Store
95 E. CAMPBELL AVE.
• WE SELL ON TIME



NOW America's
Favorite House
Paint brings you

1 EXTRA
YEAR OF BEAUTY!



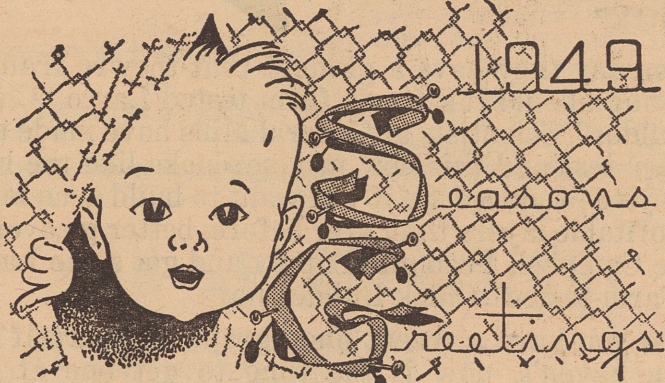
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- WHITER! BRIGHTER! Whiter whites... brighter, more beautiful colors!
- SAVES MORE MONEY! SWP does not require repainting for years! Retains that "freshly-painted" look a full year longer than before!

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COMMERCIAL, INDUSTRIAL and HOME
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New Year,
with every good
wish for you.

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Phone 2447

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for the

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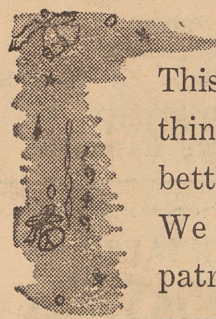
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patronage and hope to merit
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Rutherford Funeral Home

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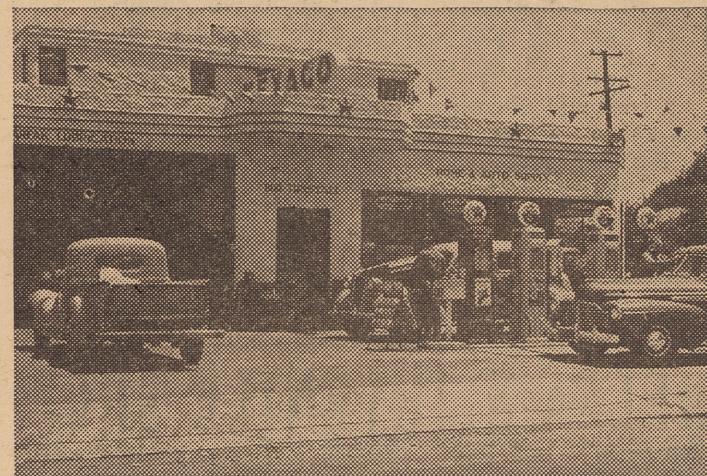
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A Trade at Home Program



May your
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granted this
coming year.

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WE THANK YOU

FOR THE TREMENDOUS SUCCESS AND ADVANCE WE HAVE MADE DURING THE EIGHT MONTHS WE HAVE BEEN IN BUSINESS. YOUR COOPERATION HAS BEEN GREATLY APPRECIATED. DURING THE YEAR TO COME, WE WILL CONTINUE TO GIVE BETTER, MORE COURTEOUS SERVICE AND GUARANTEED WORKMANSHIP. OUR PRODUCTS, WE KNOW, ARE THE BEST MONEY CAN BUY. OUR AIM IS TO SATISFY YOU COMPLETELY.

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Vulcanizing Kits **97¢**

Liberal Tradein on your old Battery on
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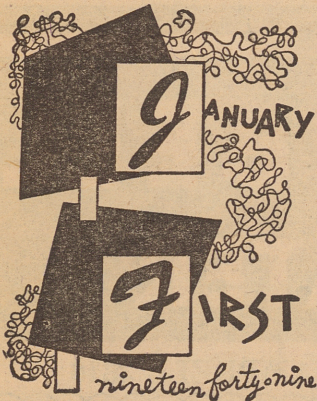
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BUD'S

Shock Absorbers - Condensers - and many other Automotive Parts and Accessories

TEXACO SERVICE

Nelson Bros. -- Texaco Distributors



A steady flow of happy days all through the New Year is our wish for you.

1949

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Home of
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22 E. Campbell Ave.



We hail it with the spirit of sincere good fellowship.

1949

McCOY'S
Guaranteed
Automobiles
70 So. Winchester



FOR
EVERYONE
IN THIS
GREAT
COMMUNITY.

1949

**BUD'S
TEXACO**
Winchester and Rincon



We're looking forward to the coming year with optimism. We urge you to do the same, and we wish for you every success possible.

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Feed & Supply**
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AUTO PAINT SHOP**
BODY AND FENDER WORK
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CAMPBELL'S ONLY SHOP SPECIALIZING IN
AUTO BODY PAINTING ALONE

SPECIAL OFFER 'TIL FEBRUARY 1st
COMPLETE PAINT JOB - \$48.50
ANY COLOR
SWIFT SERVICE EXCESS BODY WORK ADDITIONAL
— WORK GUARANTEED —
RALPH GUTHRIE **GLEN WALTON**
12 Yrs. Experience



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WE GIVE TRIP SCRIP**

THE SENSATIONAL NEW TRADING STAMP
YOU SAVE
ON ALL YOUR DAY TO DAY PURCHASES
WHEN YOU ASK FOR AND SAVE TRIP SCRIP

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Clarks Super Market—599 San Tomas
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ASK FOR SAVINGS BOOK AND DIRECTORY
CUT DOWN THE HIGH COST OF LIVING WITH TRIP SCRIP
Travel Plan Corporation — 25 Taylor St. — San Francisco, Calif.

**This is the Best
Larro "CHICK BUILDER"
We've Ever Sold**



"Farm-tested"
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—Now Better Than Ever!

General Mills has found new ways to get still more nutritional value from certain vital feed ingredients. It's been shown by years of actual feeding tests at Larro Research Farm that the Larro "Chick Builder" we're selling today and the Larro Pullet Plan give a greater opportunity than ever to build profitable layers. • Don't wait. Be guided by leaders in the science of feeding. Get Larro "Farm-tested" Chick Builder now.

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Garden, Pet and Poultry Supplies—Hay—Sprays—Fertilizers—Paints

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(Formerly NELSON GRAIN)

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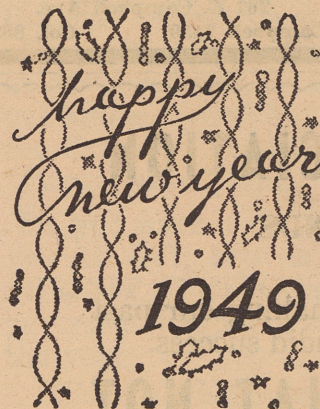
Swinging in
to say **HAPPY
NEW YEAR**
...To all this
town's fine people.

ALMA'S BEAUTY STUDIO
219-D E. Campbell Avenue
IN VIRGINIA CITY SHOPPING CENTER

C. C. PRAY
GARDEN — TRACTOR WORK
HAPPY NEW YEAR
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YOU
ALL YEAR.

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Licensed Electrical
Contracting & Jobbing
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ELECTRIC
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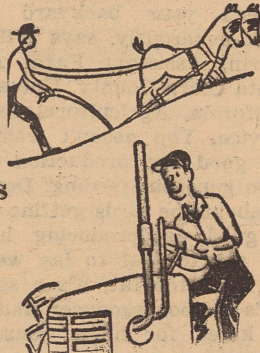
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Insurance - Real Estate
150 E. Campbell Ave.
Phone 3335

It Pays to be Modern

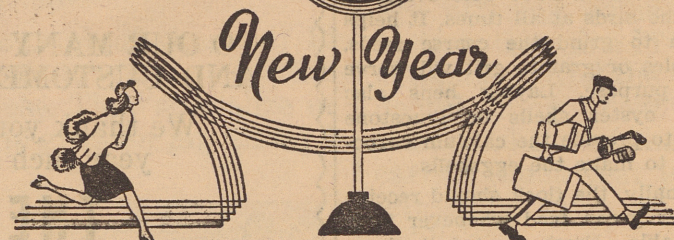
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30c a Machine — 30 Minutes a Wash
FREE SOAP
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ALL ABOARD **1949** FOR THE



We want our wish of
Good Luck to travel with
you through the months of...
**A HAPPY
NEW YEAR!**

RICHFIELD SERVICE

JOHN PENHALL RONNIE MONTNER
Campbell Ave. and Winchester Road

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CLEARANCE SALE

Starting December 29 'til January 8, 1949

Nine Big Days

10% OFF ON ALL ITEMS

Proctor Lightweight IRONS
were \$10.95—Now \$7.95

Double WAFFLE IRONS
was \$16.95—Now \$12.95

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1 ONLY, was \$8.95—Now \$6.95

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was \$3.98—Now \$2.98

Kent COFFEE MAKERS
was \$5.95—Now \$2.98

Stainless Steel Silverware
Service for 6, was \$8.50—now \$6.50

**CHILDREN'S
Aluminum TEA SET**
was \$2.50—Now \$1.98

Hanksraft Baby Bottle Warmer Sets
was \$3.95—Now \$1.98

Many other items on our Bargain Table
Reduced **25%** and more



Burnett's

283 E. Campbell Ave. Phone 2447

FREE PARKING IN REAR

Feed Those Fowl Generously, Says Advisor Corrin

Feed your backyard poultry flock generously, says William R. Corrin, Assistant Farm Advisor, Santa Clara County, University of California, Agricultural Extension Service. You needn't waste feed, but good egg production depends upon generous feeding. Don't worry about the birds getting too fat. A good egg-producing hen will not get too fat to lay well. If a hen gets too fat, it's a sure sign she's a poor producer and should be killed for home consumption at once.

The problem of feeding a backyard flock is made easier by the fact that chickens over three months old can choose the feed they need when a variety of foods is placed before them. A good laying mash, a mixture of whole grains, and clean fresh water are the most important essentials of good poultry nutrition.

You should have grit available for the birds at all times. It helps them to grind the coarse feeds. Pebbles or granite grit will serve the purpose. Laying hens also need oyster shells or limestone grit to provide the calcium carbonate to make the eggshells.

Finally, the flock should receive tender green feed whenever it is available. Fresh lawn clippings, lettuce leaves, swiss chard, and beet or carrot tops make good green feed for chickens. Yellow carrots are good for them, too—they provide lots of vitamin A.

You can throw them your stale bread and other clean table scraps, as long as you are careful about spoiled meat or vegetables—they may kill the birds.

William Corrin believes there is no reason why a backyard poultry flock should be a burden or a complicated procedure. For those who are interested in starting such a project, he has several helpful

leaflets available upon request at the local Agricultural Extension Service Office, 201 Post Office Building, San Jose, California.

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Universal, Apex and Reginas, all at 1/2 price, \$21.50 and up.

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Wall Furnaces
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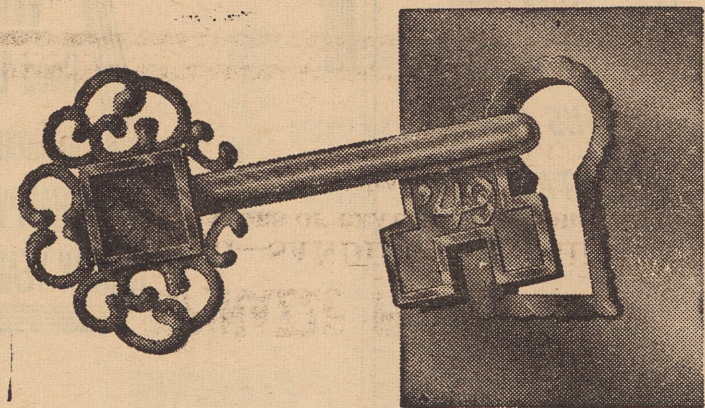
Service While You Wait

211-A E. Campbell Ave.
(In Virginia City)



May this bright New Year bring you all the things for which you have hoped. We're sure it will.

THE
WHAT
NOT



happiest

New Year
you ever had
... Greetings
from

SPINAZZE FLOOR CO.

LAYING—SANDING—FINISHING
CREATORS OF BEAUTIFUL FLOORS

P. O. Box 141

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It's a very
happy New Year
we're wishing
for you.
Good Luck in '49!

STRONG PAINT CO

Painting and Decorating
381 E. CAMPBELL AVENUE

LANDSCAPE

ON EASY PAYMENTS

See Us For Advice

WE GIVE

"S&H" GREEN STAMPS

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Start the NEW YEAR RIGHT

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OUR PATROL CAR

IS NO FARTHER THAN YOUR TELEPHONE

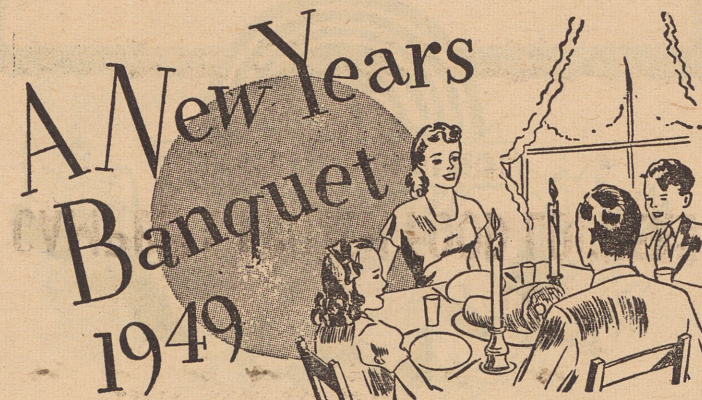
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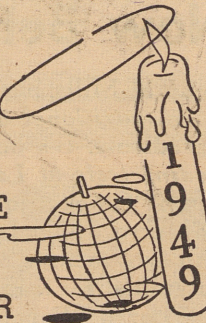
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MAY YOUR TABLE
BE FILLED WITH
GOOD FOOD AND
YOUR HOURS
WITH WORTHWHILE
DEEDS ALL
THROUGH THE YEAR
THAT LIES AHEAD.



CAMPBELL FROZEN FOOD LOCKERS

Phone Campbell 3445



There are more riches in the simple, joyous arrival of a New Year than any golden coffers can hold. We choose some of them for you in 1949—health, peace of mind, security and the love and respect of your friends. In short, a HAPPY NEW YEAR.

THE CAMPBELL HARDWARE

Phone 3348

255 E. Campbell Ave.

CAMPBELL THEATER

OUR PHONE IS CAMPBELL 3310

FRIDAY, DEC. 31 — SATURDAY, JAN 1



New Year's Eve Midnight Show

The Best You've Ever Seen
\$100.00 FREE IN MERCHANDISE

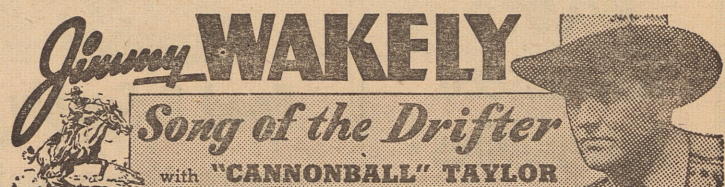
SUNDAY and MONDAY — JAN. 2, 3

HE'S A MAD, MAD THING!
... A RIOTOUS REBEL ON AN UPROARIOUS RAMPAGE!



RED IS BETTER THAN EVER

— AND —



TUES., WED., THURS. — JAN. 4, 5, 6



— AND —



— COMING —

JANUARY 20, 24 — FIVE DAYS

RED RIVER